

ORDER



Orders	Order / Rev:	703225 - 5	
	Alt Order #:	06257012	
	Product Desc:	OBAMA FOR AMERICA	
	Estimate:	1523 A	
	Flight Dates:	08/14/12 - 09/03/12	Primary AE:
	Original Date / Rev:	07/27/12 / 08/22/12	Sales Office:
	Order Type:	Political	Sales Region:

Agency	Name:	Greer Margolis Mitchell/ Pol	
	Buying Contact:	K Keuleman	Billing Type:
	Billing Contact:		Billing Calendar:
		3050 K St NW	Billing Cycle:
		Washington, DC 20007	Agency Commission:

Advertiser	Name:	Obama/D/President	
	Demographic:	A35+	New Business Thru:
	Product Codes:	PL-Presidential	Order Separation:
	Priority:	P-2	Advertiser External ID:
	Revenue Codes:	AGY, GEN, POL	Agency External ID:

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/26/12	79	\$97,940.00	\$83,249.00	August 2012	79	\$97,940.00	\$83,249.00	0.00
08/27/12	09/03/12	50	\$72,720.00	\$61,812.00	September 2012	50	\$72,720.00	\$61,812.00	0.00
					Totals	129	\$170,660.00	\$145,061.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Aaron Ashe	Start Of Order - End Of Order	100%
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	08/14/12	09/03/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	MTWTF--	:30	2	\$2,000.00	P-3	0.00	NM	6	\$12,000.00
10 NEWS-11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/14/12 08/20/12 MTWTF-- 2 \$2,000.00 0.00															
Week: 08/21/12 08/27/12 MTWTF-- 2 \$2,000.00 0.00															
Week: 08/28/12 09/03/12 MTWTF-- 2 \$2,000.00 0.00															
2	WTSP	08/14/12	09/03/12	Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	2	\$1,200.00	P-2	0.00	NM	6	\$7,200.00
THE PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/14/12 08/20/12 MTWTF-- 2 \$1,200.00 0.00															
Week: 08/21/12 08/27/12 MTWTF-- 2 \$1,200.00 0.00															
Week: 08/28/12 09/03/12 MTWTF-- 2 \$1,200.00 0.00															
3	WTSP	08/14/12	09/03/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	MTWTF--	:30	3	\$1,100.00	P-2	0.00	NM	9	\$9,900.00
10 NEWS-NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/14/12 08/20/12 MTWTF-- 3 \$1,100.00 0.00															
Week: 08/21/12 08/27/12 MTWTF-- 3 \$1,100.00 0.00															
Week: 08/28/12 09/03/12 MTWTF-- 3 \$1,100.00 0.00															
E 4	WTSP	08/14/12	09/03/12	M-F 4-5p Dr. Phil	CM	4-5p	MTWTF--	:30	4	\$800.00	P-2	0.00	NM	11	\$8,800.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 703225 - 5
 Alt Order #: 06257012
 Flight Dates: 08/14/12 - 09/03/12

Advertiser: Obama/D/President
 Product Desc: OBAMA FOR AMERICA WTSP-TV
 Estimate: 1523 A

Ln	Ch	Start	End	Inventory	Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WTSP	08/14/12	09/03/12	M-F 4-5p	Dr. Phil	CM	4-5p	MTWTF--	:30	4	\$800.00	P-2	0.00	NM	11	\$8,800.00
DR. PHIL																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:	08/14/12	08/20/12	MTWTF--			4	\$800.00	0.00								
Week:	08/21/12	08/27/12	MTWTF--			4	\$800.00	0.00								
Week:	08/28/12	09/03/12	MTWTF--			4	\$800.00	0.00								
Spot	Ch	Date Range	Description			Start/End Time		Weekdays	Length		Rate	Rtg	Type			
11	WTSP	08/28/12-09/03/12	M-F 4-5p			4-5p		MTWThF----	:30	(\$800.00)	0.00	NM				
Credited																
[MOVE TO LINE 41 DR PHIL 9/3 10A-11A]																
5	WTSP	08/14/12	09/03/12	M-F 5-530p	5-530p 10 News	CM	5-530p	MTWTF--	:30	1	\$800.00	P-2	0.00	NM	3	\$2,400.00
10 NEWS-5PM NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:	08/14/12	08/20/12	MTWTF--			1	\$800.00	0.00								
Week:	08/21/12	08/27/12	MTWTF--			1	\$800.00	0.00								
Week:	08/28/12	09/03/12	MTWTF--			1	\$800.00	0.00								
6	WTSP	08/14/12	09/03/12	M-F 530-6p	10 News at 530p	CM	530-6p	MTWTF--	:30	1	\$800.00	P-2	0.00	NM	3	\$2,400.00
10 NEWS-530P																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:	08/14/12	08/20/12	MTWTF--			1	\$800.00	0.00								
Week:	08/21/12	08/27/12	MTWTF--			1	\$800.00	0.00								
Week:	08/28/12	09/03/12	MTWTF--			1	\$800.00	0.00								
7	WTSP	08/14/12	09/03/12	M-F 6-7a	6-7a 10 News	CM	6-7a	MTWTF--	:30	2	\$400.00	P-2	0.00	NM	6	\$2,400.00
10 NEWS-6AM																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:	08/14/12	08/20/12	MTWTF--			2	\$400.00	0.00								
Week:	08/21/12	08/27/12	MTWTF--			2	\$400.00	0.00								
Week:	08/28/12	09/03/12	MTWTF--			2	\$400.00	0.00								
8	WTSP	08/14/12	09/03/12	M-F 6-7a	6-7a 10 News	CM	6-7a	MTWTF--	:30	2	\$400.00	P-2	0.00	NM	6	\$2,400.00
10 NEWS-6AM																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:	08/14/12	08/20/12	MTWTF--			2	\$400.00	0.00								
Week:	08/21/12	08/27/12	MTWTF--			2	\$400.00	0.00								
Week:	08/28/12	09/03/12	MTWTF--			2	\$400.00	0.00								
9	WTSP	08/14/12	09/03/12	CBS This Morning	CBS This Morning	CM	7-9a	MTWTF--	:30	4	\$400.00	P-2	0.00	NM	13	\$5,200.00
COMMENTS APPLY TO SUB LINES A THRU B																
CBS THIS MORNING																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:	08/14/12	08/20/12	MTWTF--			4	\$400.00	0.00								
Week:	08/21/12	08/27/12	MTWTF--			4	\$400.00	0.00								
Week:	08/28/12	09/03/12	MTWTF--			5	\$400.00	0.00								
10	WTSP	08/14/12	09/03/12	730-8p	730-8p	CM	730-8p	MTWTF--	:30	2	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
MILLIONAIRE																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:	08/14/12	08/20/12	MTWTF--			2	\$1,200.00	0.00								
Spot	Ch	Date Range	Description			Start/End Time		Weekdays	Length		Rate	Rtg	Type			
2	WTSP	08/14/12-08/20/12	730-8p			730-8p		MTWThF----	:30	(\$1,200.00)	0.00	NM				
Credited																
Week:	08/21/12	08/27/12	MTWTF--			2	\$1,200.00	0.00								
Spot	Ch	Date Range	Description			Start/End Time		Weekdays	Length		Rate	Rtg	Type			
3	WTSP	08/21/12-08/27/12	730-8p			730-8p		MTWThF----	:30	(\$1,200.00)	0.00	NM				
Credited																
4	WTSP	08/21/12-08/27/12	730-8p			730-8p		MTWThF----	:30	(\$1,200.00)	0.00	NM				
Credited																
Week:	08/28/12	09/03/12	MTWTF--			2	\$1,200.00	0.00								

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WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
34	WTSP	08/18/12	08/18/12	Bucs Weekend Game	CM	Weekend Game	-----S-	:30	3	\$0.00	PKG	0.00	NM	3	\$0.00											
Bucs Weekend Game																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 08/13/12</td> <td>08/19/12</td> <td>-----S-</td> <td>3</td> <td>\$0.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/13/12	08/19/12	-----S-	3	\$0.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/13/12	08/19/12	-----S-	3	\$0.00	0.00																					
35	WTSP	08/17/12	08/17/12	730-8p	CM	730-8p	-----F--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00											
Millionaire																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 08/13/12</td> <td>08/19/12</td> <td>-----F--</td> <td>1</td> <td>\$1,000.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/13/12	08/19/12	-----F--	1	\$1,000.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/13/12	08/19/12	-----F--	1	\$1,000.00	0.00																					
36	WTSP	08/27/12	08/27/12	Mon Prime B	CM	Mon 9-10p	M-----	:30	1	\$5,500.00	P-3	0.00	NM	1	\$5,500.00											
2 Broke Girls/Mike & Molly																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 08/27/12</td> <td>09/02/12</td> <td>M-----</td> <td>1</td> <td>\$5,500.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/27/12	09/02/12	M-----	1	\$5,500.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/27/12	09/02/12	M-----	1	\$5,500.00	0.00																					
37	WTSP	08/27/12	08/27/12	Mon Prime C	CM	Mon 10-11p	M-----	:30	1	\$5,500.00	P-3	0.00	NM	1	\$5,500.00											
Hawaii Five-0																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 08/27/12</td> <td>09/02/12</td> <td>M-----</td> <td>1</td> <td>\$5,500.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/27/12	09/02/12	M-----	1	\$5,500.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/27/12	09/02/12	M-----	1	\$5,500.00	0.00																					
N38	WTSP	08/27/12	08/27/12	M-F 9-930a	10 News, 9a@M	9-10a news	M-----	:30	1	\$280.00	P-2	0.00	NM	1	\$280.00											
10 News, 9am																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/27/12	09/02/12	M-----	1	\$280.00	0.00																					
N39	WTSP	08/29/12	08/29/12	M-F 9-930a	10 News, 9a@M	9-10a news	--W----	:30	1	\$280.00	P-2	0.00	NM	1	\$280.00											
10 News, 9am																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 08/27/12</td> <td>09/02/12</td> <td>--W----</td> <td>1</td> <td>\$280.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/27/12	09/02/12	--W----	1	\$280.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/27/12	09/02/12	--W----	1	\$280.00	0.00																					
N40	WTSP	08/31/12	08/31/12	M-F 930-10a	CM	930-10a	-----F--	:30	1	\$280.00	P-2	0.00	NM	1	\$280.00											
Millionaire Friday only																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/27/12	09/02/12	-----F--	1	\$280.00	0.00																					
N41	WTSP	09/03/12	09/03/12	M-F 10-11a	CM	10-11a	M-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00											
Dr. Phil M, Fri/Studio 10 Tu-Thu																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/03/12	09/09/12	M-----	1	\$800.00	0.00																					
N42	WTSP	08/28/12	08/30/12	M-F 9-930a	10 News, 9a@M	9-10a news	-T-T--	:30	2	\$280.00	P-2	0.00	NM	2	\$560.00											
10 News, 9am																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/27/12	09/02/12	-T-T--	2	\$280.00	0.00																					
N43	WTSP	08/25/12	08/25/12	Bucs Weekend Game	CM	Weekend Game	-----S-	:30	4	\$0.00	PKG	0.00	NM	4	\$0.00											
Bucs Weekend Game																										
BUCS PRESEASON																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/20/12	08/26/12	-----S-	4	\$0.00	0.00																					

Totals 129 \$170,660.00